

FOUR ALARMS FOR BROOKLYN FIRE

Flames Spread Rapidly Over
an Entire Block—Daring
Rescues Made.

FORTY TENANTS ASLEEP.

Two Tenement-Houses Destroyed
and School Badly
Damaged.

Four alarms were sounded for a Williamsburg fire that started early today in a lumber yard owned by the Union Lumber Company, of which Robert Kloss is president, at Nos. 515 to 522 Broadway. It was discovered by a girl employed in the Williamsburg Telephone Exchange, which is across the street from the lumber yard. The fire then was burning feebly. It seemed to be in the center of the yard. The girl telephoned to Police Headquarters:

"Hello, Police! There's a fire here in the Union lumber yard. It will get big in a few minutes."

Many Brave Rescues.

A second alarm was sounded; then a third, and this brought Chief Croker hurrying across the bridge in his automobile.

No. 515 is a five-story tenement. There is also a five-story tenement at No. 516. The flames from the burning lumber communicated with these tenements before the firemen had stretched their hose. Policemen James J. Collins, of the Clymer street station, and half a dozen other policemen climbed the stairs of the tenement at No. 515. They rescued forty sleeping families.

Many of the tenants made for the fire-escapes and were lifted to the ground by the firemen. Others took to the roof and were carried down the fire ladders.

By this time the tenement at No. 516 was burning like tinder. It seemed in flames like tinder.

Then came a faint cry from the top of the tenement, and there appeared at a window the blanched and horror-stricken face of a child.

Collins was up the blistering fire-escape at a leap. He was followed by a fireman whose name was not learned, and the two simply waded through flames to get to the child. Collins was first there. He handed the child to the fireman and then climbed over the smoldering window sill. He appeared a moment later with a woman in his arms. The woman, too terrified to scream, held a baby to her breast.

The big policeman folded the woman and baby under one arm and climbed back through the flames and smoke. The crowd outside held its breath until the firemen lifted the mother and child to safety. Mrs. Anna Klossky and her two children were the three persons saved.

Public School Ablaze.

The fire had leaped around the corner to Public School No. 23, in Lynch street. It had also caught the elevated structure in Broadway, and was licking the buildings across the street. The telephone girls had been driven from the building by the heat and smoke.

Chief Croker sounded a fourth alarm. The firemen, with faces blistered with heat, clothes smoking and scorched, continued to fight, and slowly the flames gave way to them. The lumber yard

and the two tenements were destroyed. The school was damaged about \$2,000. The origin of the fire was mysterious and is believed to have been incendiary.

HERO SAVES SIX CHILDREN AT FIRE.

Michael Clune, a policeman, saved six children from being suffocated by smoke early today when fire started in the tenement house at No. 233 Third street, Brooklyn. The policeman found the children groping about the hallway. He took some of them under his arms and others followed him to the street.

The fire started in the grocery store of August Bonstock on the ground floor, and sent forth great volumes of smoke. The firemen made short work of the blaze.

EXPLOSION KILLS ONE, INJURES TWO

Mill Boiler Blows Up While
Men Were Standing
Near It.

MIDVALE, N. J., Nov. 10.—One man was killed and two were injured by the explosion of a boiler in a steam sawmill owned by Josiah Ricker, here today. Ricker's helpers, Daniel Beatty and Joseph Redner, reached the mill about 5:30 o'clock and got up steam, and about an hour and a half later the proprietor arrived at the mill.

Ricker had not been more than five minutes in the place when there was a terrific explosion, and the boiler was blown to pieces. Beatty, who was standing close to the boiler when it went up, was instantly killed. Redner was badly scalded and bruised, but will recover, it is thought. Ricker was scalded about the face, but is not seriously hurt. Beatty's body was taken out of the wreck and carried into the Methodist Church opposite the mill. The injured men were taken to their homes.

The damage to the machinery is about \$1,000. Beatty was thirty-five years old and unmarried.

**The Famous Dr.
Agnew and many
other prominent
doctors recommend
"Lactated Food"
for babies. The
reasons are told
in our free Baby
Book.**

LACTATED FOOD CONTAINS
MILK SUGAR, always irritating, improves digestion, and supplies bodily warmth.
WHEAT, forms muscle and tissue.
BARLEY MALT, partially digests the food.
LIME PHOSPHATE, makes strong bones.
MILK makes fat and warm.

SOLD IN ALL SIZES AND RECOMMENDED BY ALL REPUTABLE DOCTORS.
Prep. by W. S. Richardson Co., Burlington, Vermont.

TWO THROWN IN BRIDGE RUNAWAY

Man and Woman Hurled
Nearly Into River from
New Span.

A runaway horse on the Williamsburg Bridge all but threw the occupants of a light runabout wagon off the structure for a frightful plunge into the river last night.

Samuel Krauss, of No. 142 Second avenue, and Miss May Torrie, of No. 112 East One Hundred and Twelfth street, were driving to Sheepshead Bay. As they approached the Williamsburg tower of the bridge, on the south drive, the horse was frightened by a shrill blast of a tugboat whistle, the horse bolted.

Krauss paid more attention to the frightened young woman than to the horse, which he allowed to run free. He tugged on the reins as the runaway dashed close to a truck ahead.

The animal swerved and dashed the wagon against the outermost rail. The shock threw both occupants toward the rail.

Krauss's head struck the top of the rail, and he fell stunned upon the roadway. The young woman struck the rail, but she was entangled in the wreck of the wagon and was dragged for some distance. The horse's hoofs struck her several times before she was shaken clear and fell senseless on the path.

The horse ran on into collision with a truck on the anchorage. Policeman Brewster of the Bridge Squad was knocked down and severely bruised. The barrier near the plaza was raised just in time to stop the runaway. Krauss's jaw was broken and Miss Torrie had serious internal injuries. They went to their homes in a carriage.

Austrian Strike Growing.

VIENNA, NOV. 10.—The "passive resistance" strike on the Austrian railroads is extending and growing worse daily and is beginning to detrimentally affect traffic to and from France, Germany and elsewhere. The difficulty of reaching a settlement has been increased by a Ministerial notification that no negotiations with the railroad men will be undertaken until the "passive resistance" is abandoned.

Franklin Simon & Co.

REMARKABLE VALUES FOR SATURDAY.

Boys' Clothing

NORFOLK AND DOUBLE-BREADED SUITS, with two pair knickerbockers, of imported all-wool cloths, sewed with silk; coats lined with serge; made in our sanitary shops; 8 to 17 years. Also Sailor and Russian Suits, with one pair of trousers; 3 to 12 years. Actual value \$10.00. 6.75
DOUBLE-BREADED OVERCOATS, buttoned to neck; of navy blue chevrons or Pilot Cloth, red flannel lined; 3 to 10 years. Regular price \$10.75
TOURIST OVERCOATS, double breasted, belted back, of imported Scotch mixtures; 8 to 17 years. Value \$15.00 7.50
9.75

Misses' and Girls' Apparel

GIRLS' COATS, 3/4 and full length, of heavy navy blue cheviot, red flannel lined; 6 to 16 years. Value \$15.00 9.75
LONG COATS, of imported cloths, in plain colors, Scotch tweeds, checks, plaids and mixtures; rolling collar or buttoned to neck; wool lined; exclusive models and fabrics; custom tailored; 6 to 16 years. Actual value \$22.50. 15.75
JUNIOR SUITS, tailor made, of imported plain chevrons and checks; coat, satin lined and interlined, closely plaited skirt and suspenders; 10 to 15 years. Reduced from \$29.50. 15.00
MISSSES' TAILORED SUITS, of imported Broadcloth, in all the latest shades; semi-fitted or loose coats, satin lined and interlined, new skirt; 14, 16 and 18 years. Regular price \$39.75. 29.50

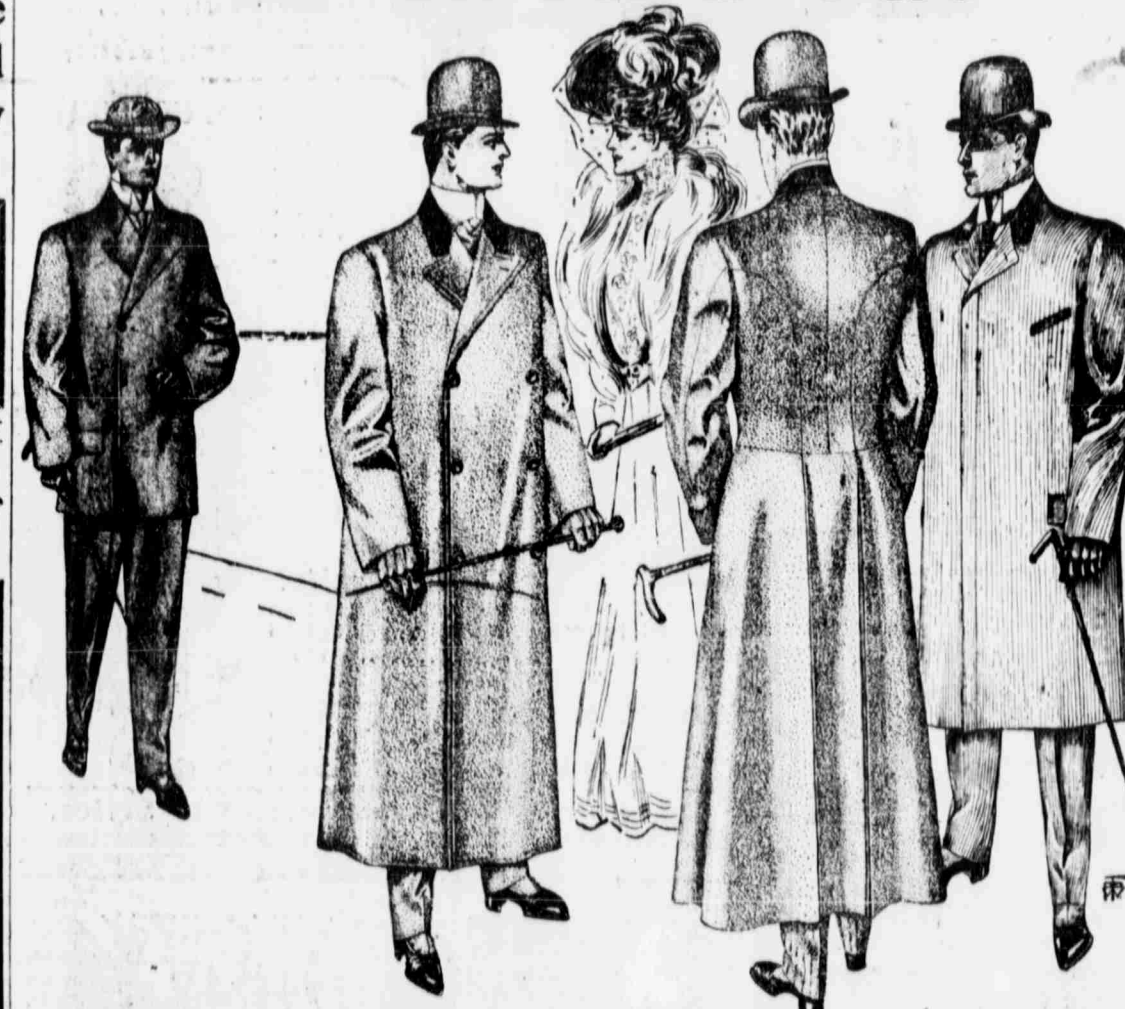
Women's Suits

NINETY BROADCLOTH SUITS, long or short coat models. Heretofore \$39.50 and \$49.50. 29.50

AN EXTRAORDINARY OFFERING

FIFTH AVE., 37th and 38th Sts.

Vogel Brothers 42nd Str. At 8th Ave



Sale of Men's Winter Suits & Overcoats.

Special Sale of \$20 Long
Tourist and Great Coats at \$15

The price lowness of these overcoats speaks for itself. We need hardly tell you they are the greatest overcoat values ever offered—since you will know that. It's with all the enthusiasm we can muster we tell you of these coats. They are in Great Coat and Tourist models, 52 inches long, big shouldered and wide chested, some with full loose back, others with seam back and deep centre vent. Made of oxford gray and black friezes and elegant fancy, heavy cheviot overcoatings. These \$20 overcoats on special sale at \$15.

Sale of \$15 Winter Overcoats at \$12.50.

Only because we make these garments in our own work rooms it is possible for us to sell them at \$12.50 and save you \$2.50 on each overcoat. They are made in medium length models of black and oxford friezes. Special at \$12.50.

Medium Length Winter Overcoats at \$15.

Heavy warm meltons, friezes, kerseys and moles, in black, blue and oxford gray—made in the new stylish loose back models and the form fitting Chesterfield. Very special at \$15.

Elegant Winter Overcoats at \$20.

Impressive 52-inch long tourist and great coats in single and double breasted models (like figure in picture above). Made of oxford and black friezes, black kerseys and a host of fancy overcoatings. Also medium length winter overcoats in all the new models and fabrics. All special at \$20.

Special Sale of Paddock Overcoats at \$25.

This sale is special—very special, for the reason that no good custom tailor could equal the value of these paddocks under \$40. The back view of our long, graceful Paddock is shown in the cut above. It is made of black and oxford gray velours. Special at \$25.

Luxurious Winter Overcoats at \$25.

Sumptuous garments of elegant warm fabrics—kerseys, meltons and velours, in black, gray and blue; some with heavy serge linings, others with satin yokes and worsted linings. Also the big 52-inch long tourist coats of black gray and rich elegant overcoatings. Specially priced at \$25.

Men's Winter Suits.

At \$12.50—Here is a special line of single and double breasted sack suits made of black Thibets and fancy chevrons. They are made in our own workrooms. If they were not they would cost you \$15 instead of \$12.50.

At \$15—The man who is predisposed to pay \$15 for his winter suit will find in this collection of ours at \$15 a practically unlimited choice of fabrics and styles. Single and double breasted sack models in black Thibets, black and blue worsted chevrons and elegant fancy tweeds, chevrons and cassimeres. All special at \$15.

At \$20—To choose from there are handsome smooth-surface worsteds in the new gray and other tones and exclusive patterns in light and dark colored chevrons, black Thibets and black and blue worsteds, single and double breasted models. Special at \$20.

Winter Suits and Overcoats for Big Men, \$15, \$20 and \$25.

For the big man who measures 44 to 50 inches around the chest our showing of suits and overcoats affords a complete and elegant assortment of new models and fabrics.

A Patent Medicine Talk

Readers of such leading magazines, as the "Ladies' Home Journal" and "Collier's Weekly" must have noticed recently many articles relative to patent medicines.

The editors of these magazines are seeking to bring about by legislation and agitation, what they choose to call a reform in the patent medicine business. They make the statement that it is not only unsafe, but unwise, and in many cases destructive of health, for people to purchase and consume patent medicines the ingredients of which they have no knowledge.

It is not our purpose to enter into a discussion of the merits or demerits of this agitation or crusade. Thousands of people have used patent medicines and have been benefited by them. At the same time there are undoubtedly evils existing in the ABUSE of some so-called patent medicines. Because you have a thief in your neighborhood you would not say the whole neighborhood is composed of thieves. We know that we have plenty of customers at our counters who tell our clerks what benefit they derive from this or that preparation.

Yet even with this knowledge it is hard for us to say what one among the patent medicines is the "neighborhood black-leg." The unfortunate part of our position is that we do not know the formulas of the patent medicines we sell. We do not believe that the proprietors of patent medicines are dishonest or that they are intentionally misrepresenting their products. If we did we would certainly refuse to sell their goods over our counter.

Our exact position in this patent medicine agitation is this: We are the servants of the public. We sell and will continue to sell patent medicines just the same as the grocer sells you canned corn or potatoes. We want our patrons to find in our stock just what they demand, only we can positively say that at any time we find a medicine is injurious we will throw it out of our store.

Several years ago, a thousand of the leading druggists throughout the United States organized themselves together in a co-operative company to produce remedies which they could back up with their own names and their own reputations.

The first object of this co-operative company was to produce a line of remedies that every druggist would know thoroughly. There were to be no secret formulas; the ingredients of every remedy would be known to every druggist.

Each of these thousand druggists contributed to the organization all that his knowledge and experience had brought to him in the way of advice as to different remedies. The formulas of something like 2,000 or more remedies were sent to the company. A committee of experts was appointed and this committee went over the various formulas conscientiously and earnestly for a long period of time and selected from the entire list about 200 standard remedies, the manufacture of which the company then undertook.

The company in the meantime had erected a perfect laboratory—large, well-appointed, with every appliance known to modern skill. The combined capital of a thousand druggists made it possible for the company to purchase in the largest quantities, the fundamental drugs and herbs, etc., that form the ingredients of the various remedies.

RIKER'S DRUG STORES

6th Ave. and 23d Street

Broadway and 9th Street

The **Rexall** Stores

This meant not only the highest quality in manufacture, but the very greatest economy—the cutting out of every wasteful item and every unnecessary expense.

The remedies when manufactured were shipped directly from the laboratory to the retail druggists. This insured their freshness and made it impossible for their quality to deteriorate. Not only that, but it also did away with the jobbers' profit. Here again the co-operative system added not only quality but brought about economy.

Most of our patrons are familiar with these facts. Most of them are already acquainted with the formulas of Rexall Remedies which are manufactured by the United Drug Co., with laboratory and principal offices in Boston, Mass. These are the remedies and this is the co-operative company that we believe has done more to bring about a change in patent medicine conditions than any other element in existence.

Each of the Rexall druggists know absolutely what each Rexall remedy contains. He has the formula of each remedy on file in his safe. He will gladly give it to anyone who is interested. There is nothing secret about any of the Rexall formulas. On the contrary, we are thoroughly proud of them. We want you to know about them.

No one Rexall remedy is a "cure-all." It is not necessary for us to invent diseases and symptoms and then endeavor to convince you that one Rexall remedy will cure you of every ailment in the world. To our minds that has been one of the fundamental errors of patent medicine manufacturers, and that has been corrected by the Rexall people. One remedy for each ill, and that remedy the unquestioned best in the world, is the principle upon which Rexall success is founded.

We are proud of our connection with Rexall. We are proud to be able to offer to the people of this community, a line of remedies that we can back up with every bit of reputation we have earned by square dealing and honest, conscientious treatment of our trade.

Our confidence in Rexall is shown by the fact that we absolutely guarantee every Rexall remedy we sell. This is not an empty phrase with us, we mean just what we say. If you buy a Rexall remedy and are not entirely satisfied with it, all you need to do is to bring the empty bottle or package back to us and say "I was not satisfied, please give me my money" and we will return the money to you instantly and cheerfully.

We feel that you are conferring an obligation upon us when you do this. We want to know every case that the Rexall remedies fail to cure. We want you to get your money back if the remedy has not done the work you expected it to do.

Can any principle of business be fairer than this? Is it not thoroughly in accord with President Roosevelt's doctrine of the square deal for every man?

From time to time in newspaper announcements, we shall say various things about various Rexall remedies. We want the people to understand thoroughly what the word Rexall means to every family in this entire community. If the real facts about Rexall were appreciated to-day, no other patent medicines would need to be offered to the people.

T.KELLY 263 Sixth Avenue, N. Y.

Only Entrance Through Furniture Store

The one store above all others where high quality, late styles and large assortments of wearing apparel for both Men and Women are combined with an easy-payment system.

Dress Well on \$1 a Week

Men's Wear
PADDOCK OVERCOATS

The popular coat of the season. Swell cut, broad shoulders and very full skirts. Fabrics include the finest chevrons, vicunas, blacks and Oxfords. A distinctive garment for lovers of good dress. Saturday only. 15.00
Also full line of long straight-back Overcoats, from \$10 to \$40.

MEN'S SUITS

In the late Fall models, with long coats, either single or double breasted, in fancy worsteds, chevrons and black Thibets; perfect fit, custom finish. Saturday only. 15.00

YOUTHS' SUITS

In the extreme, snappy models which young men and college boys all demand. Single and double breasted coats, cut long, with deep centre or side vents, in all popular weaves. Saturday only. 10.00

Two-piece Boys' Suits, variety of patterns, fancy mixed cassimeres and chevrons, double breasted; sizes 4 to 16. Saturday only. 3.50

Women's Apparel

LADIES' SUITS

In broadcloth, the most popular fabric of the season. Beautifully modelled long coats, tailor stitched, velvet collar, and new knit skirt. An exceedingly smart costume for Fall and Winter. Saturday only. 15.00

LADIES' WAISTS

Made of fancy net, elaborately trimmed, lined with Jap. silk lining, in white and cream. A dainty, dressy garment. Also Taffeta Waists in very attractive models. Saturday only. 3.98

LADIES' PETTICOATS

In all colors, as well as black. Elegant garments which make complete the attire of well-gowned women. Saturday only. 4.98

Furs, Scarfs and Throws in Natural and Blended Squirrel, Sable, Mink, &c., from \$2.98 to \$55.00.

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